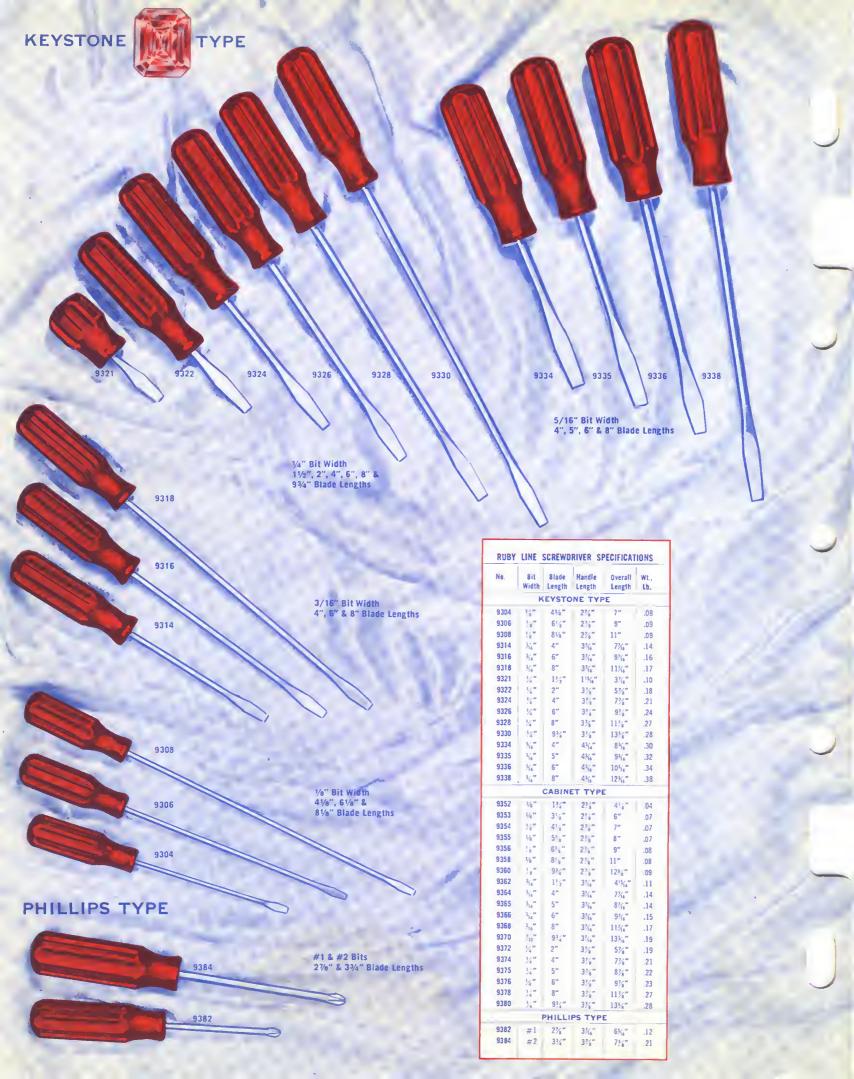


IN COST WIGH



Ruby-red handles of fire-resistant plastic are sparkling in appearance, and just as practical as they are attractive. Special handle design gives you a powerful yet comfortable grip. • Bits are made of high grade steel, heat treated and fully plated to give you years of service. • Ruby Line Screwdrivers conform to Military Specification GGG-S-121-C.







DISPLAY YOUR Ruby Line SCREWDRIVERS TO DEVELOP A Sensational Volume!

Three Effective Merchandisers Available That Boost Regular and Impulse Sales

NO. 9300A

shown at left, is an ultramodern revolving merchandiser with these outstanding features:

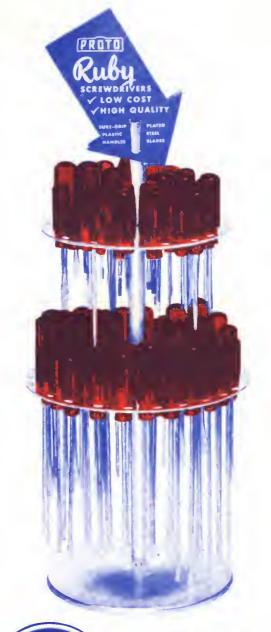
- Clear Plexiglass 12" Disc Shows Ruby Red Screwdriver Handles to Best Advantage
- Entire Display Takes only 1 Sq. Ft. of Counter Space
- Balanced Stock of 50 Screwdrivers Includes 20 **Fastest Moving Tools**
- Catalog Numbers on Disc Simplify Re-Stocking
- Spaces for Prices Make Display a Self-Salesman
- Screwdrivers Are Arranged by Blade Length and Then Bit Width for Easy Selection
- Large Arrow with Selling Copy Draws Customers to Display

NO. 9300B

shown at right, is similar to 9300A, but has a second plexiglass disc, 10" in diameter. It displays a balanced stock of 92 Ruby Line Screwdrivers, including all 37 types and sizes.

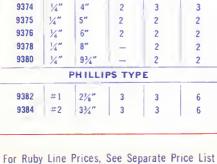
NO. 93

pictured on Page 3, is standard PROTO 2' x 2' plywood merchandiser panel, for mounting on a wall or display stand. Its balanced stock includes 119 screwdrivers and covers all 37 types and sizes.





2209 Santa Fe Ave., Los Angeles 54, Calif. 583 Allen St., Jamestown, N. Y. P.O. Box 366, London, Ont., Canada



STOCKS FOR MERCHANOISERS 9300A, 9300B ANO 93

KEYSTONE TYPE

2

4

2

4

2

3

2

CABINET TYPE

Blade Width Length

41/8"

61/8"

81/8"

4"

6"

11/2"

2"

4"

6"

8"

93/1

5"

6"

8"

31/6"

41/8"

51/8"

61/8"

81/4"

93/4"

11/2"

93/4"

9304

9306

9308

9314

9316

9318

9321

9324

9326

9328

9330

9334

9335

9336

9338

9352

9353

9354

9355

9356

9358

9360

9362

9364

9365

9366

9368

9370

9372

1/8"

36"

36

X."

14"

1/4"

14"

1/4"

14"

X6"

3/6"

×6"

1/4"

1/8"

X."

X."

36"

X6"

X6"

3/32"

1/4"

Stock Quantities 93

2

2

2

2

2

2

2

3

2

2

3

2

2

2

2

2

2

6

6

2

2

6

6

3

2

2

2

2

2

2

6

2

6

3

2

2

3

6

9300A 9300B